

EXPERIENCE

PRESENT
2013

JOHN MUIR HEALTH | WALNUT CREEK, CA

User Experience Designer

I own the design process, including user research, IAs, UX flows, visual design, wireframes, prototyping, and design standards.

I develop and conduct test plans, perform analysis, and present findings.

I use quantitative data and qualitative feedback to inform design decisions (Google Analytics, Qualtrics).

I lead the conceptualization, design, and specification of user interfaces for both a new physician web app, and a new patient iOS native app

I partner with Product, Engineering, and Marketing colleagues to validate designs and make iterative improvements.

I mentor fellow designers in the effective design, specification, and implementation of user interfaces.

I initiate a proposal for the Membership Program that strengthens patient-ties and increases consumer-reach through rewards models.

2013
2010

SYMANTEC | SAN FRANCISCO, CA

User Experience Principal

I align UX across platforms by standardizing the adoption of patterns, task behaviors, CSS and visual elements.

I implement a strategy for fixing UX 'broken windows' starting with surface improvements, going progressively deeper into structural issues and ending with a big organizational shift.

2010
2009

PIE DIGITAL | SAN FRANCISCO, CA

User Experience Advocate

I work with cross-disciplinary teams to create a unified service and branding experience for a touchscreen home device, a client-side user app, an enterprise customer support app, and an online customer portal.

I focus on various aspects of Pie Digital's product design and multi-channel experiences based on user insights and business goals.

2009
2008

INTERNATIONAL ASSET SYSTEMS | OAKLAND, CA

User Experience Manager

I work directly with chief architect, product managers, and clients to fully redesign IAS's suite of web applications. Migrate to a single platform, enhance modularity, remove duplicates, and unify branding.

I create a flexible framework that betters the modularity of web applications, streamlines the development process, captures a broad range of refinements and fixes, and successfully delivers equipment management and tracking services to over 7,000 transportation companies.

2008
2006

MIRIXA | EMERYVILLE, CA

User Experience Manager

I join the team to fully redesign their SAAS platform over 5 two-week iterations, to streamline the delivery of highly targeted medication management programs and to speed patient recruitment campaigns.

I seamlessly integrate the design steps into their Agile process. After the launch, I am singled out by the COO with an award for Outstanding Work.

2006
2004

MARCOLE | WALNUT CREEK, CA

Creative Director

I redesign five C++ kiosk applications to become the first generation of browser based B2C and B2B Gift Registry apps.

I receive the Best Interface Design Award Runner-Up, "for integrating the complexity of many requirements into one single, user-friendly interface".

Daniela Penati

DPENATI.COM

DANIELA@DPENATI.COM

925 / 768.8612

As a designer, researcher, and infinite learner, I'm on the constant lookout for challenges to create seamless experiences.

With a long experience creating and re-inventing legacy systems to meet modern users' needs, I incorporate a variety of approaches to **understand** unmet needs and opportunities; I **experiment** with imaginative solutions through frequent iterations. I define experience design and information architecture **strategy**, and partner with teams to bring to life **holistic** solutions through iterative and actionable deliverables.

SKILLS

Research

Working through discovery, synthesis, ideation, and testing, I translate insights into design flows and experiences that are simple and elegant.

Ethnographic; Participatory; Evaluative; Exploratory...

Analysis

From critical thinking to problem framing, I identify patterns, determine priorities, and translate my research into actionable insights.

Patterns and priorities; Problem framing; Task Model; User Journey...

Design

Through imaginative, visual expression I use many tools to bring new ideas to life in a consistent, appealing, and innovative user experience.

Concept ideation; Wireframing and prototyping; Storyboarding...

Implementation

With a commitment to continuous improvement through frequent iterations, I work closely with engineers to provide deliverables that fit into the development process.

Functional specifications; Style guide; HTML/CSS coding; Agile stories...

Monitoring

Advocating for the user, I oversee users' feedback to report and prioritize usability enhancements.

Google Analytics; Qualtrics; In-house reporting tools...

EDUCATION

User Experience

NN/g Certificate, San Francisco, California.

Internet Design & Technology

SFSU MSP 3-yr. Certificate, San Francisco, California.

Graphic Design

Classes at College of Castello Sforzesco, Milan, Italy.

Industrial Design

Art Institute Diploma, Monza, Italy.